

MARLBORO'S SHARE & AVG. WEEKLY STORE PAYMENT BY REGION

	MARLBORO SHARE TOTAL CONV.(3mm)	BUDGET/STORE		
		<u>SINGLE PACK</u>	<u>2 PACK</u>	<u>3 PACK</u>
Region 1	32%	\$328	\$411	\$411
Region 2	28%	\$288	\$359	\$359
Region 3	25%	\$257	\$321	\$321
Region 4	25%	\$257	\$321	\$321
Region 5	33%	\$339	\$424	\$424

BUDGET ASSUMPTIONS FOR AVG. COST PER STORE (Example = Region 1, Single Pack Promotion)

	175	Avg. C-Store CPW
	<u>x90%</u>	Volume Sold as Packs
	158	
(1)	<u>x32%</u>	Marlboro Share By Region
	50	Marlboro CPW
(2)	<u>x1.3</u>	Incremental Volume Bump
	66	Total Marlboro CPW
(3)	<u>100%</u>	Volume Sold On Deal
	66	Total CPW Sold On Deal
	<u>x\$2.5</u>	Payment Per Carton
	164	Total Payment Per Week
(4)	<u>x 2</u>	Number Of Weeks
	\$328	TOTAL PAYMENT PER STORE

The table above is for calculating individual store payments. Please note the following:

- Average c-store CPW, Marlboro's share, and % volume sold as packs should reflect store level data.
- For incremental volume bump and volume sold on deal, you must use the numbers denoted in footnotes 2 & 3 below.

- (1) Region Shares Denoted Above
- (2) Single Pack = 30%; 2 and 3 Pack = 25%
- (3) Single Pack = 100%; 2 and 3 Pack = 65%; 3 Pack = 50%
- (4) Single Pack = 2 weeks; 2 and 3 pack = 4 weeks

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